

Dakota County Technical College

SMGT 1684: Hospitality Lodging Revenue Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Revenue management key concepts and the selective applications of effective strategies and tactics have become critical for hospitality lodging operations. Exploration of revenue maximization strategies and their operational aspects provides students with a clear overview of this important discipline.

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Explain the concept of revenue management
2. Identify when the use of revenue management is necessary
3. Ability to measure performance using internal and external measures
4. Be familiar with the challenges of lodging properties in measuring the success of revenue management strategies
5. Ability to forecast demand
6. Ability to explain how demand is generated
7. Perform and use displacement analysis
8. Explain how pricing and other revenue streams effect revenue management decisions on a strategic level
9. Identify opportunities to manage distribution channels for the greatest effect
10. Recognize the capabilities of automated revenue management systems and their downfalls

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted